

BEFORE THE
POSTAL REGULATORY COMMISSION
WASHINGTON, DC 20268-0001

Mail Classification Schedule Change
(Negotiated Service Agreements)

Docket No. MC2012-1

COMMENTS OF THE
DIRECT MARKETING ASSOCIATION
(December 29, 2011)

The Direct Marketing Association (DMA) files these comments pursuant to Commission's December 22, 2011, Order No. 1065.

DMA's interest in the above captioned case stems from the fact that a large majority of DMA's member companies utilize every class of Market Dominant Mail as well as the Postal Service's Competitive Service offerings in order to reach the public.

The longstanding requirement that postage must be paid at the time mail is entered at a postal facility is inconsistent with the widely accepted practice of suppliers providing trade credit. The current requirement for payment in advance of actual delivery has the potential to exacerbate cash flow issues and in doing so may be creating roadblock for mailers to increasing the volume of mail they send. DMA believes that alternative postage payment methods can and should be encouraged not just in the narrow context of an adjunct to Negotiated Service Agreements but whenever doing so has the potential to benefit the Postal Service in its quest to grow mail volume.

Service of documents pertaining to this proceeding may be served on the undersigned.

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